

## **SAMHSA's National Mental Health Information Center Web Site: July 2003 Monthly Report**

### **Web site Hit Statistics:**

Homepage – 41,849 Hits  
Total Site – 3,275,725 Hits  
Total Page Views – 1,247,285 Views  
Total Hits to Date – 96,136,474 Hits  
Total Visitor Sessions – 207,708 Hits  
Per Day Average – 105,668 Hits  
Average Sessions Per Day – 6,700  
Average Session Length – 00:09:56  
Unique Visitors – 89,056  
SAMHSA E-News Listserv – 2,435  
Consumer E-News Listserv – 1,061  
Send Page To A Friend – 255  
Newsroom Articles – 59  
Cornerstone Articles – 0  
info@mentalhealth.samhsa.gov – 1,347 E-mails

### **Cornerstone Hit Statistics:**

Total Site – 113,654 Hits  
Total Page Views – 15,216 Views  
Total Hits to Date – 3,205,058 Hits  
Total Visitor Sessions – 9,882 Hits  
Per Day Average – 3,666 Hits  
Average Sessions Per Day – 318  
Average Session Length – 00:07:40

### **Shopping Cart Hit Statistics:**

Total Site – 380,242 Hits  
Total Page Views – 148,147 Views  
Total Visitor Sessions – 20,892 Hits  
Per Day Average – 12,265 Hits  
Average Sessions Per Day – 673  
Average Session Length – 00:10:50

### **Most Popular Pages:**

File Not Found (Error 404) [236,796 Views]  
<http://www.mentalhealth.org/errors/404.asp>

**Note:** This is not a bad thing to be the top page. This means that we are redirecting people to the right resource. Until EVERYONE fixes their links to the correct place, this file will list on the top. MOST of the users who get the 404, never even see the 404 page displayed, it simply redirects them.

Redirect Page [52,870 Views]  
[http://www.mentalhealth.org/\\_scripts/redirect.asp](http://www.mentalhealth.org/_scripts/redirect.asp)

MapPoint Find an Address [38,079 Views]  
<http://www.mentalhealth.samhsa.gov/databases/MappointLive/findaddress.aspx>

SAMHSA's National Mental Health Information Center [37,655 Views]  
<http://www.mentalhealth.org/>

Mental Health Facilities [32,073 Views]  
<http://www.mentalhealth.org/databases/MHDMaPPoint.asp>

State Statistics (accessed through the Services Locator) [16,330 Views]  
[http://www.mentalhealth.org/databases/databases\\_exe.asp](http://www.mentalhealth.org/databases/databases_exe.asp)

State Mental Health Resources [14,873 Views]  
<http://www.mentalhealth.org/databases/kdata.asp>

Mental Health Services Locator [8,876 Views]  
<http://www.mentalhealth.org/databases/MHDR.asp>

File Not Found (Error 404) [8,561 Views] (see explanation above)  
<http://www.mentalhealth.samhsa.gov/errors/404.asp>

Mental Health Services Locator [8,105 Views]  
<http://www.mentalhealth.org/databases/>

### **New in July:**

CMHS National Advisory Council Meeting Minutes - September 2002  
<http://www.mentalhealth.samhsa.gov/cmhs/advisorycouncil/minutes/min0902.asp>

CMHS Director's Report to the Advisory Council - June 2003  
<http://www.mentalhealth.samhsa.gov/publications/allpubs/NMH03-0154/default.asp>

A Guide for Intermediate and Long-term Mental Health Services After School-Related Violent Events  
<http://www.mentalhealth.samhsa.gov/publications/allpubs/NMH03-0151/default.asp>

Medical Necessity in Private Health Plans  
<http://www.mentalhealth.samhsa.gov/publications/allpubs/SMA03-3790/default.asp>

ADS Center - Resource Center to Address Discrimination and Stigma  
<http://www.mentalhealth.samhsa.gov/publications/allpubs/NMH03-0153/default.asp>

National Therapeutic Recreation Week  
<http://www.mentalhealth.samhsa.gov/highlights/july2003/recreation/default.asp>

National Therapeutic Recreation Week - Featured Pubs  
<http://www.mentalhealth.samhsa.gov/highlights/july2003/recreation/pubs.asp>

National Therapeutic Recreation Week - Related Topics  
<http://www.mentalhealth.samhsa.gov/highlights/july2003/recreation/topics.asp>

National Therapeutic Recreation Week - Related Links  
<http://www.mentalhealth.samhsa.gov/highlights/july2003/recreation/links.asp>

National Parents' Day  
<http://www.mentalhealth.samhsa.gov/highlights/july2003/parents/default.asp>

National Parents' Day - Featured Pubs

<http://www.mentalhealth.samhsa.gov/highlights/july2003/parents/pubs.asp>

National Parents' Day - Related Topics

<http://www.mentalhealth.samhsa.gov/highlights/july2003/parents/topics.asp>

National Parents' Day - Related Links

<http://www.mentalhealth.samhsa.gov/highlights/july2003/parents/links.asp>

CMHS Program Spotlight - State Planning and Systems Development Branch

<http://www.mentalhealth.samhsa.gov/highlights/july2003/spotlight/>

CMHS Program Spotlight - State Planning and Systems Development Branch: Featured Pubs

<http://www.mentalhealth.samhsa.gov/highlights/july2003/spotlight/pubs.asp>

CMHS Program Spotlight - State Planning and Systems Development Branch: Related Topics

<http://www.mentalhealth.samhsa.gov/highlights/july2003/spotlight/topics.asp>

CMHS Program Spotlight - State Planning and Systems Development Branch: Related Links

<http://www.mentalhealth.samhsa.gov/highlights/july2003/spotlight/links.asp>

Anniversary of the Americans with Disabilities Act

<http://www.mentalhealth.samhsa.gov/highlights/july2003/disabilities/default.asp>

Anniversary of the Americans with Disabilities Act - Featured Pubs

<http://www.mentalhealth.samhsa.gov/highlights/july2003/disabilities/pubs.asp>

Anniversary of the Americans with Disabilities Act - Related Topics

<http://www.mentalhealth.samhsa.gov/highlights/july2003/disabilities/topics.asp>

Anniversary of the Americans with Disabilities Act - Related Links

<http://www.mentalhealth.samhsa.gov/highlights/july2003/disabilities/links.asp>

Introduction of Mr. Curie at the 2003 CMHS Joint National Block Grant/National Statistics Conference

<http://www.mentalhealth.samhsa.gov/newsroom/speeches/may2803.asp>

Welcoming Remarks - CMHS Youth Violence Prevention Grantee Conference

<http://www.mentalhealth.samhsa.gov/newsroom/speeches/youthviolence.asp>

CMHS Consumer Affairs E-News July 2, 2003, Vol. 03-53

<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/070203.asp>

CMHS Consumer Affairs E-News July 2, 2003, Vol. 03-54

<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/070203b.asp>

CMHS Consumer Affairs E-News July 2, 2003, Vol. 03-55

<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/070203c.asp>

CMHS Consumer Affairs E-News July 2, 2003, Vol. 03-56

<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/070203d.asp>

CMHS Consumer Affairs E-News July 9, 2003, Vol. 03-57

<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/070903.asp>

CMHS Consumer Affairs E-News July 11, 2003, Vol. 03-58  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/071103.asp>

CMHS Consumer Affairs E-News July 21, 2003, Vol. 03-59  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072103.asp>

CMHS Consumer Affairs E-News July 22, 2003, Vol. 03-60  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072203.asp>

CMHS Consumer Affairs E-News July 22, 2003, Vol. 03-61  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072203b.asp>

CMHS Consumer Affairs E-News July 24, 2003, Vol. 03-62  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072403.asp>

CMHS Consumer Affairs E-News July 25, 2003, Vol. 03-63  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072503.asp>

CMHS Consumer Affairs E-News July 25, 2003, Vol. 03-64  
<http://www.mentalhealth.samhsa.gov/consumersurvivor/listserv/072503b.asp>

#### **Top Referring Sites:**

No Referrer

<http://www.mentalhealth.org>

<http://www.google.com>

<http://search.yahoo.com>

<http://www.samhsa.gov>

<http://store.mentalhealth.org>

<http://search.msn.com>

<http://www.mentalhealth.samhsa.gov>

<http://aolsearch.aol.com>

<http://mentalhealth.samhsa.gov>

#### **Accomplishments:**

#### **Web Marketing and Outreach**

**Promotion of July Highlights:** National Therapeutic Recreation Week; National Parents' Day; CMHS Program Spotlight - State Planning and Systems Development Branch; and Anniversary of the Americans with Disabilities Act

**Created META tags**, descriptions and keywords for the main pages and for search engine optimization.

**Signature File** for NMHIC staff to use in out-going e-mails to promote July highlight (CMHS Program Spotlight - State Planning and Systems Development Branch): The Center for Mental Health Services' (CMHS) State Planning and Systems Development Branch provides technical support and funding to State and local programs that focus on community mental health services and protection and advocacy. To learn more about this branch and its goals, visit SAMHSA's National Mental Health Information Center at <http://www.mentalhealth.samhsa.gov/highlights/july2003/spotlight/>

**Distributed marketing messages and announcements to:** State Mental Health Agencies (60); Parenting orgs (120)

**Distributed to listserves/e-groups/e-news:** Akeela; CHHCS e-Journal; Connect for Kids; HCHY; Parenting-L; School Nurse Network; CAPHIS

**Responses:** N/A

#### **CMHS/NMHIC Postings/Listings/Links:**

- From [www.refdesk.com](http://www.refdesk.com) e-mail list:

Today's Refdesk Link of the Day is: National Mental Health Information Center at: <http://www.mentalhealth.samhsa.gov/>.

This site by the National Mental Health Information Center is a clearinghouse for information and resources, news, and reading material on mental health issues and conditions.

- Found in Idealist <http://www.idealists.org/> search COVER STORY by Stephanie Mencimer, July 11-17, 2003 —THE SICK AND THE DEAD <http://www.washingtoncitypaper.com/cover/cover.html> (EXPLORE FOR OTHER OPPORTUNITIES).

#### **Web Development Accomplishments**

##### **Publications**

###### **New Publications**

- Medical Necessity in Private Health Plans.
- A Guide for Intermediate and Long-term Mental Health Services After School-related Violent Events.
- ADS Center - Resource Center to Address Discrimination and Stigma.

###### **Updated Publication**

- State Resource Guides – Iowa.

##### **Biographies**

- National Advisory Council Members - Updated Bios.
- CMHS Biographies – Resized pictures with consistent size, removed Fran Randolph's picture from bio.

##### **Database Update**

State and County Psychiatric Hospitals, Inpatient Census, End of 2000 – updated stats in database

##### **Mental Health HIV Services Collaborative Program**

New section, created new header and pages, and added links. Section due to go "live" in September.

##### **National Strategy for Suicide Prevention (NSSP)**

- State focus updated from Hawaii to Kansas.
- Funding opportunities.

##### **Keywords**

Updated mental health links by keywording associations and adding definitions.

### **External Links**

- Web site maintenance: External links were checked to make sure they are in working order. If a broken link was found, a check for a replacement was made, if none could be found the link was removed from the database.
- Database Clean-Up: removed old non-working newsroom links and duplicate entries.
- Descriptions: added approximately 240 descriptions to mental health links.

### **Redesign**

- Cleaned up file paths: (../..) was changed to (/) and <a href="http://[www.mentalhealth.samhsa.gov](http://www.mentalhealth.samhsa.gov)"> was changed to <a href="/default.asp">.
- Application of the redesign continues.
- Pubs section: HTML clean-up (removed old code).

### **Quotes**

- Thanks for the great site! I found it while searching for info on a new drug, strattera, by Lilly ... great info on your site. Thanks again! (anonymous)
- No question except why can't all medical sites be so well organized and easy to use? Thank you so much! (anonymous)